

# 60's

## All-American Ads

Edited by Jim Heimann  
with an introduction by Stephen Heller



TASCHEN

KÖLN LONDON LOS ANGELES MADRID PARIS TOKYO

# Advertising in the Sixties:

So, What's the Big Idea?

by Steven Heller

If the advertisements in this mammoth volume were the sole artifacts a historian used to examine and analyze the turbulent Sixties, a picture of American culture would emerge that bears scant resemblance to social and political realities of the times. Where are the Blacks, Latinos, or Asians? Viewed from this vantage point, the Sixties had no civil rights protest, Vietnam War, or sex, drugs, and rock and roll—at least not in any meaningful way. The advertisements here, exhumed from the crypts of Madison Avenue as mummified in the mass magazines of the day, were sanitized, homogenized, and cauterized, which is not to say that they did not have style, taste, or humor, or that they do not represent the zeitgeist in a jaundiced way.

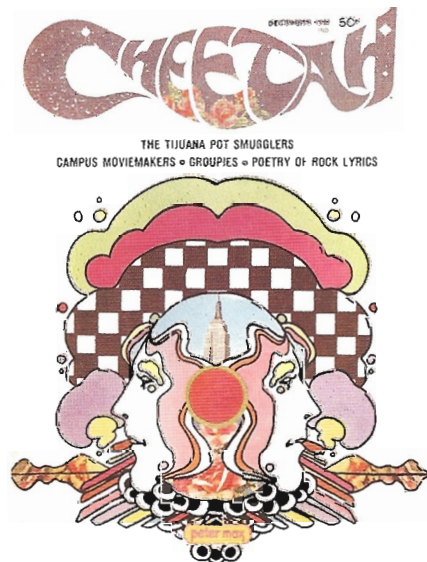
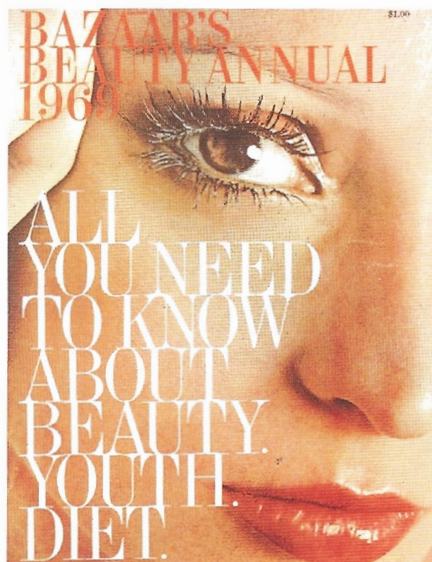
Advertising is, after all, artificial truth. Of course, certain claims are accurate—makeup hides blemishes, soda is sweet, bad breath smells, headaches hurt, and sunglasses shade the eyes. Definitely, by the Sixties, phony snake oil and patent medicine advertisements from the turn of the century were long since abolished. Yet advertising,

especially at this time, was nonetheless designed to out-smart, out-do, and out-sell competition no matter what it was, through whatever means was tolerable within the parameters of so-called “truth in advertising” doctrines—which is a concept akin to allowing acceptable amounts of rat hair in food. Fabrications and exaggerations existed but no one cared because the images, words, and concepts toed the line between the possible and the preposterous. What's more, by the early Sixties post-war Americans were happily conditioned to believe anything that mass media put forth, and advertising was embraced without question or hesitation. Consequently, many magazine ads and TV commercials were viewed more as entertainment—or pastimes—than as crass sales pitches.

During the Sixties, advertising evolved from its primordial emphasis on lengthy, turgid texts to snappy, witty headline and picture ensembles through a method known as the “Big Idea” The term connotes both a radical shift from the past and a distinctly American genre of creative pro-

motion. The pioneers of the so-called “Creative Revolution”, out of which the Big Idea emerged, realized that to truly capture an audience's attention and impart lasting messages they had to continually amuse. So to keep the public on their feet Mad Ave had to call in some of its biggest creative guns.

The gun is an apt metaphor because an advertising campaign is no different from a battlefield maneuver. The larger the artillery or the better the strategy or the greater the manpower, the more hearts and minds will be won over. Continual bombardment of slogans and images clearly reduced resistance and built recognition. If the product being advertised actually lived up to the claims, so much the better. But this was not even necessary if the battle was uncontested. Witness the advertisements for some of the Sixties' leading brands—Maidenform®, Anacin®, General Electric, and Clairol. While the products efficiently did their jobs, in each case their manufactured auras and fake mythologies gave them stature and sales appeal so that each com-



manded a strong market share, until eventually they were challenged by an even more formidable mythologizing force. Fortunes of existing products were often changed through smarter, if also more relentless, advertising campaigns, and new brands earned affluence through what in the Madison Avenue argot is known as spectacular “creative”.

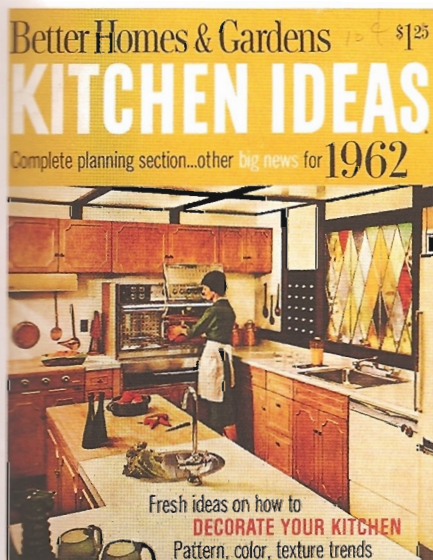
Witness the Sixties campaign for Volkswagen created by Doyle Dane Bernbach that took a little Nazi “people’s” car designed in the late 1930s under Adolf Hitler’s auspices and instantly made it the best selling economy car in big-car-loving America by claiming its perceived deficits were truly advantages. That was strategic ingenuity and brilliant advertising. Or take the ad for the portable Sony, a tiny TV made in Japan (another former wartime adversary), home of the cheap transistor radio, which, through witty copy and image, propelled the brand into direct competition with American-made giants.

During the Sixties, the Big Idea made advertising decidedly cleverer, funnier, and

more enjoyable than ever before. New standards were set by the *wunderkinder* of Madison Avenue, such as art directors George Lois, Gene Federico, Bill Taubin, Helmut Krone, Bob Gage, and others who captured the power inherent in good typography and strong imagery to add touches of class to ads that did not turn noses up at the masses but afforded them greater respect. Yet their respective gems were set alongside many cheaper stones. The Sixties was a transitory period in which the Creative Revolution fought the mediocre status quo. And mediocre does not imply unprofessional, either. A typical ad for Swift Premium breakfast sausage—which uses a photograph that imitates a Norman Rockwell painting replete with Betty Crocker® mom and two clean-cut varsity brothers good-naturedly fighting over the machine-processed delicacy—cost considerable money and energy to produce. Yet the creators apparently lacked the vision and intuition that an exemplary ad, even for such a quotidian product as pork sausage, could use wit to transcend cliché. Similarly, despite the idiotic simplici-

ty of an early Sixties ad for the soft drink, Dr Pepper, which sought to siphon market share away from Coke® and Pepsi®, and shows a thirsty lass dreaming of another Pepper, was a costly exercise for the advertising agency. Just getting the model’s mouth, eyes, and hair perfect enough to seduce someone into drinking a beverage with Pepper (not to mention Doctor) in the name took considerable hubris. Yet an ad for 7 UP®, which had as much to gain from tried-and-true advertisements as Dr Pepper, used a much more unconventional expressive approach: Rather than a photograph or realistic painting, the bold step of using a conceptual illustration of a man watching a football game (seen in the lens of his binoculars), with barely a hint of the bottle (it was convention in all such ads to show the product), gave the viewer an added message to ponder. Now that was gutsy. Slowly mass market advertisements were injected with more original attributes.

However, Sixties advertising inherited Fifties hold-overs that worked so well during the Age of Eisenhower there was no need to



change in the Age of Camelot. Budweiser's® "Where There's Life There's Bud" campaign continued for almost a generation with little modification. The picture-perfect paintings of sultry dames or smooth playboys with tall glasses of foamy brew poured before their eyes was so ingrained in the vernacular that *MAD* magazine, infamous for its parody advertisements, did a send-up featuring a woeful drunk under the title "Not Happier But Wiser". Despite this critical implication, having a slogan, jingle, or logo so indelibly a part of American language was free advertising.

The Sixties gave birth to its own classics rooted in crafty headlines and taglines designed to wheedle into the mass subconscious. Many were innocuous, others insipid. Of the latter, cigarettes slogans were often the most memorable, including one for Lucky Strike Filters that went "Show Me A Filter Cigarette That Really Delivers and I'll Eat My Hat!" While the verbiage may seem unwieldy, it was unforgettable when wed to a photograph of an attractive model whose hat has a large bite chomped out it.

One ad in this lengthy campaign apparently shows a Vietnamese woman sheepishly smiling under her traditional straw headgear in perhaps one of the few tips of the hat, so to speak, to America's geo-political involvement in Southeast Asia (as a dumping ground for cigarettes, among other things). Another monumental ad of the day and thematic constant in American vernacular was the "Be Sociable, Have a Pepsi" campaign. Most of the ads included photo-realistic paintings of young middle class "Sociables" who "prefer Pepsi" cavorting at the ski lounge and penthouses of America. The ad not only encouraged its target audience to live life with gusto, the slogan was a mantra for a generation.

Certain advertisements are considered classics because they somehow promoted a lifestyle that became an integral part of the zeitgeist. Clairol's ads, for example, made it socially imperative for every woman to change their hair color, and the slogan "Does She Or Doesn't She, Only Her Hairdresser Knows for Sure," underscored how easy and effective it was. Yet others are clas-

sic because they actually changed the way the public viewed their surroundings. Braniff International airline's "The End of the Plain Plane, Explained" introduced an old product with a new aura. In fact, the product itself was a veritable billboard. To make an otherwise small Portuguese air carrier appeal to a large segment of American air travelers, the color of the planes themselves were changed from the usual metallic silver to various primary and pastel hues. The change had little to do with improved service, but nonetheless signaled a perceived revolution in the air and on the ground, with the idea that an airline was not merely an impersonal, utilitarian conveyor but an exciting (colorful) experience.

Advertising will never be neutral. It must always demonstrate that one thing is better than the next thing, and that that thing is also the best thing. During the Sixties the definition of hard-sell changed from bang-the-consumer-over-the-head with trite words and pictures to creative playfulness presumably geared to make the receiver feel better about advertising. And it worked. But re-



ardless of method the advertisements in this volume—truly the backbone of a market-driven capitalist economy—are driven by one simple agenda: To build such incomparable recognition that the public will clamor, desire, and demand whatever is being sold to them. And that in a nutshell is the Big Idea.

Steven Heller is the author and editor of over 80 books on graphic design and popular culture, including *Design Literacy: Understanding Graphic Design*, *The Graphic Design Reader*, *Graphic Style: From Victorian to Digital*, and *Counter Culture: The Allure of Mini-Mannequins*.

Maidenform is a registered trademark of Maidenform, Inc.

Amacin is a registered trademark of Wyeth

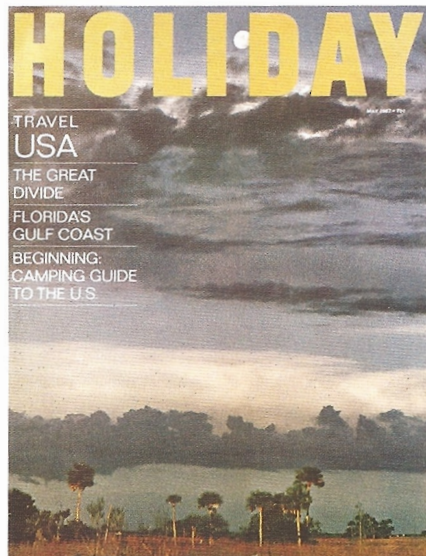
Betty Crocker is a registered trademark of General Mills, Inc.

Dr Pepper and 7 UP are registered trademarks of Dr Pepper/Seven Up, Inc.

Pepsi is a registered trademark of PepsiCo, Inc.

Coke is a registered trademark of The Coca-Cola Co.

Budweiser is a registered trademark of Anheuser-Busch Companies, Inc.



THE DEPENDABLES ARE HERE!



PARDON US WHILE WE SLIP INTO



SOMETHING COMFORTABLE!

# INTRODUCING THE 1963 DODGE

The something comfortable in this case is a 1963 Dodge Polara 4-door hardtop. It's not the clinging sort of comfortable, either; you might say that it's more like housecoat comfortable. Lots of room to move around in. Note the roofline. It sweeps straight back instead of sloping off. It means plenty of headroom for front and rear seat passengers. And everyone rides in more comfort, because Dodge seats are chair-high. All 24 Dodge

models (in three series) offer you this kind of comfort at a variety of prices, all low. Sedans, hardtops, wagons, convertibles — Dependables all. We've got lots for the male side, too. For economy, a going 225 cu. in. 6. For action, a stable full of V8's ranging from the standard 318 cu. in. V8 to an all-out 426 cu. in. high-performance job. There's more: like self-adjusting brakes, 32,000 miles between grease jobs, and a unitized, rust-protected body. The good looks should already be obvious to you. The rest? See your Dodge Dealer.

PICK A SIZE...PICK A PRICE...



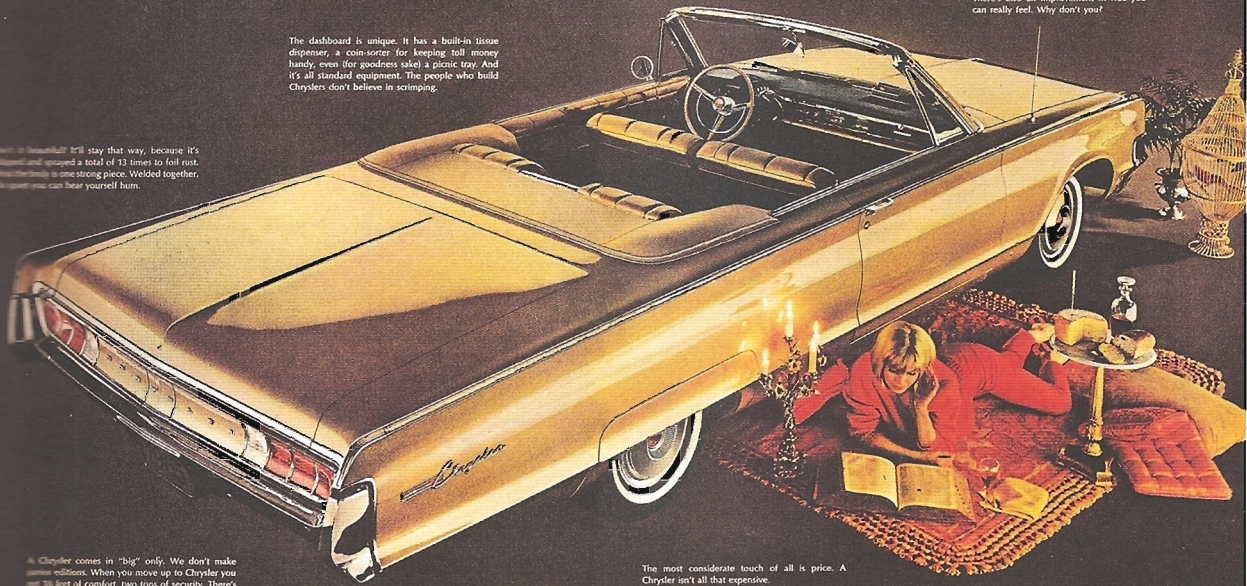
A FULL LINE OF CARS IN THE LOW-PRICE FIELD!

# Practical frills and considerate touches.

Wow now. The best way to describe Chrysler's performance is to say that it has "scorch" which is the result of being hot. The new Chrysler is a very quick automobile. There's also an improvement in ride you can really feel. Why don't you?

The dashboard is unique. It has a built-in tissue dispenser, a coin-sister for keeping toll money handy, even (for goodness sake) a picnic tray. And it's all standard equipment. The people who build Chryslers don't believe in scrimping.

It's beautiful! I'll say that way, because it's beautiful and it's a total of 13 times to tell you. It's a one strong piece. Welded together, so you can hear yourself hum.



Chrysler comes in "big" only. We don't make smaller editions. When you move up to Chrysler you get 10 feet of comfort, two tons of security. There's tons of headroom, and hiproom, and legroom. —

The most considerate touch of all is price. A Chrysler isn't all that expensive. For instance, the Newport convertible, illustrated above, is priced just a few dollars a month more than some of the most popular smaller convertibles. When we say "Move up to Chrysler," we go out of our way to make it easy.

Tune in Bob Hope and The Chrysler Theater, NBC-TV, Fridays, and NCAA Football, NBC-TV, Saturday afternoons.

CHRYSLER DIVISION  CHRYSLER MOTORS CORPORATION

The Year of the Quick Wide-Tracks.



How does the success car outdo itself for '65?

Beautifully, just beautifully.

This new '65 Pontiac has no intention of getting by on looks alone—even though it could. For example, it offers new Turbo Hydra-Matic, the silkiest, swiftest-shifting automatic transmission you ever touched a toe to; eager new Trophy V-8 power; new steering agility; a surer-footed Wide-Track ride; more size inside and out. And who ever heard of a car this big and beautiful coming up with better gas mileage? You heard right. Drive it and see how one success leads to another. '65 PONTIAC.

Chrysler 1964 ◀ Pontiac, 1965



You might be tickled to know that Lustre-Creme is safe for color-treated hair.

## PINK IS FOR GIRLS

That's why girls like Lustre-Creme. It's the only pink shampoo.

Pink says we're rich, so rich your whole head becomes one great swirl of whipped-cream lather.

Pink says we leave hair soft, and inviting to touch. And should a certain someone get too close, he'll notice that we have a delightful "pink" fragrance, too.

Pink, creamy Lustre-Creme. It's the one shampoo made just for girls. Because pink is just for girls.

You're a girl, aren't you?





# PINK IS FOR GIRLS

That's why Lustre-Creme is pink. Because it's made just for girls. If you don't believe it, just breathe in Lustre-Creme's pink fragrance. See. It's a little too delicate for anyone *but* a girl! Now shampoo with pink Lustre-Creme and feel how truly soft your hair can be. So soft, it says "touch me." And he will!





Be Some Body.

Start right now with The Stocking Girdle™ which gives you girdle control with pantyhose freedom. Nylon and Lycra® spandex top, stretch nylon legs. In champagne, sun mist, mink mist, silver mist. Petite, medium, long, extra long. \$3 in the foundation department of your favorite store.

Formfit Rogers

A DIVISION OF GENESCO, INC. A REG. TM. DORHART

# I dreamed I was



RAY BY JOHN BRIDGES

# WANTED

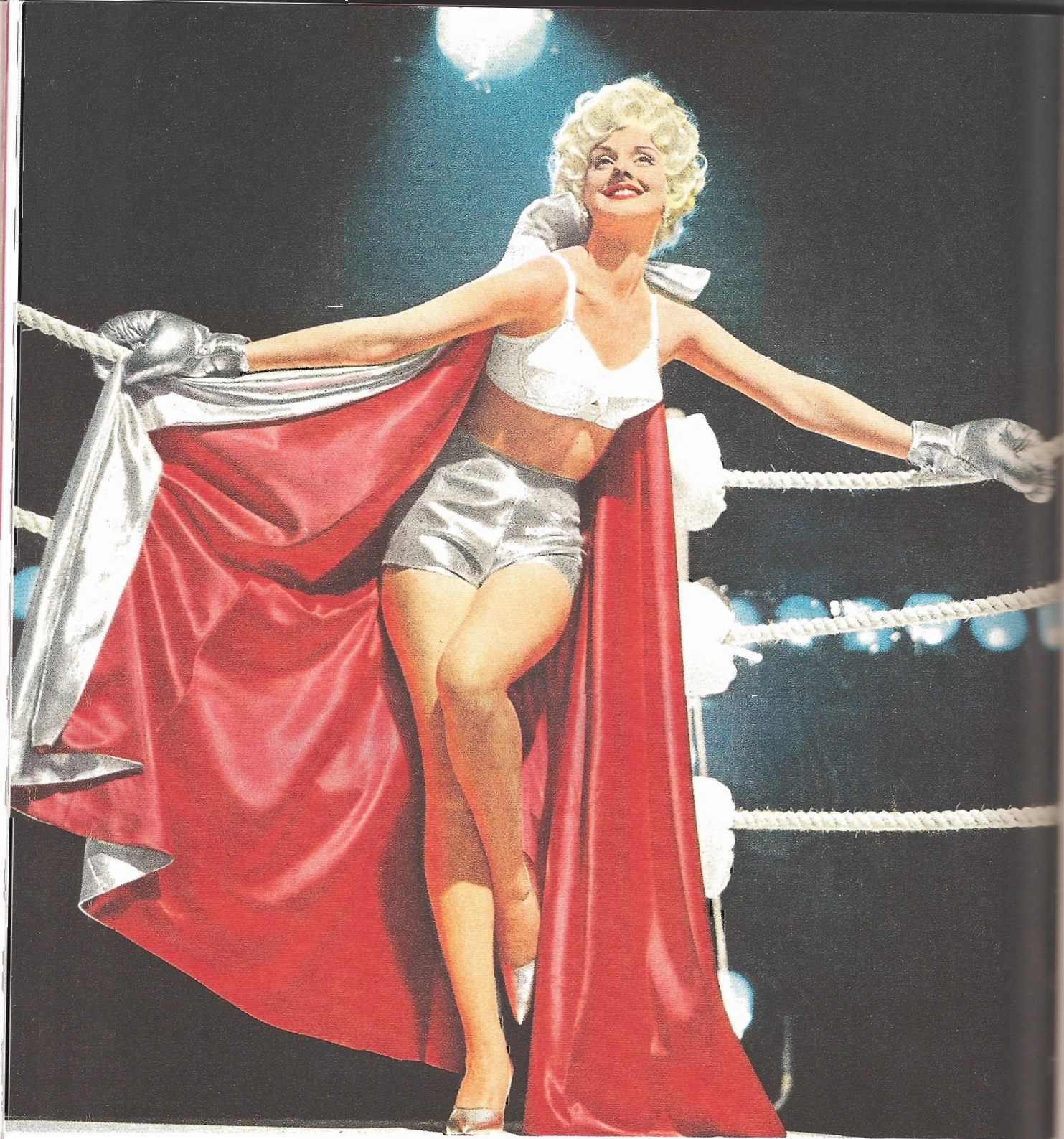
in my Maidenform<sup>®</sup> bra

**'FRAME-UP'<sup>\*</sup> new bra with 3-way support**

Embroidered panels frame, outline and separate the cups. Extra-firm supports at the sides give you extra uplift. Stretch band at the bottom keeps the bra snug and securely in place. It's a 'Frame-up'—in A, B, C cups.

IT'S A STEAL AT  
**\$1<sup>59</sup>**

\*REG. U. S. PAT. OFF. ©1963 BY MAIDENFORM, INC., MAKERS OF BRAS, GIRDLES, SWIMSUITS



I dreamed I was a knockout  
in my *maidenform*<sup>\*</sup> bra

*Arabesque*<sup>\*</sup>... new Maidenform bra... has bias-cut center-of-attraction for superb separation...insert of elastic for *comfort*...floral circular stitching for the most beautiful contours!

*White in A, B, C cups just 2.50. Also see colored (light fees lining) 2.50.*

"curvallure" 8.95

cotton contour 5.95

**JOY... AS IN JANTZEN "show-back" bras**

joy... as in the world's most effective strapless, backless bras, Jantzen long-line "show-backs," famous for lifting, moulding, holding power, for fitting divinely and for feeling wonderful, thanks to genius disposition of elasticized panels and a very soothing elasticized waistband. Nylon lace (124) with wonderful Jantzenaire foam contour cups 8.95, same in cotton (104) 5.95... "curvallure" (658) 8.95, same magic lift as in "curvallure" bandeau (639) 5.95.

**Jantzen** THE FOUNDATION OF NATURAL BEAUTY

WRITE FOR FIGUREMAKING BOOKLET CC, JANTZEN INC., 261 MADISON AVE., NEW YORK 16, N.Y.

Jantzen, 1961

Break out of your little girl body when you're feeling in a big girl mood. Be more woman in our unique Mabs bra.

Mabs of Hollywood designs the natural motion bra for Formfit Rogers. The padded bra that moves with your body, moves as you move. Unique construction featuring real girls bra tags from Hollywood's Broadway All Stars and holds its shape at the top where so many padded bras give themselves away. Its patented design holds, hugs, never rides up. The Mabs bra for Formfit Rogers Style 9200. Sizes 32A-36C, 95-105 lbs. \$4.95. Formfit Rogers, Inc., 1000 Broadway, New York, N.Y.

For the many women you are...bodies by **Formfit Rogers**

Formfit, 1966

Maurice de Paree PRESENTS ITS ANNUAL **BRA BAR Bargains** once a year offer

**GRAB-BAG 5 BRAS FOR ONLY \$5.95 (POSTPAID) VALUES TO \$7.95 EACH While they last!**

TREAT YOURSELF TO A COMPLETE WARDROBE OF BRA'S BY MAURICE DE PAREE—the man with the "Parisian touch" at his headquarters, once a year offer of 5 different styles of bras, valued from \$2.95 to \$7.95. Hurry in to see in order to make sure for his new lines there by making this tremendous offer available to you. Order yours now while they last.

**ALL SIZES 32A TO 44D**

ORDER 2 SETS AND SAVE!  
SEND TODAY—USE THIS EASY ORDER BLANK

Maurice de Paree Dept. J18  
480 Lexington Ave., New York 17, N.Y.

Please send me the following BRA BAR BARGAIN(S):  
 1 SET ALL DIFFERENT \$5.95   
 2 SETS ALL DIFFERENT \$10.95   
 NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

**GUARANTEE**  
Maurice de Paree Says: You must be 100% satisfied as to fit and quality or every penny will be refunded!

Maurice de Paree, 1961

► Perma-lift, 1961



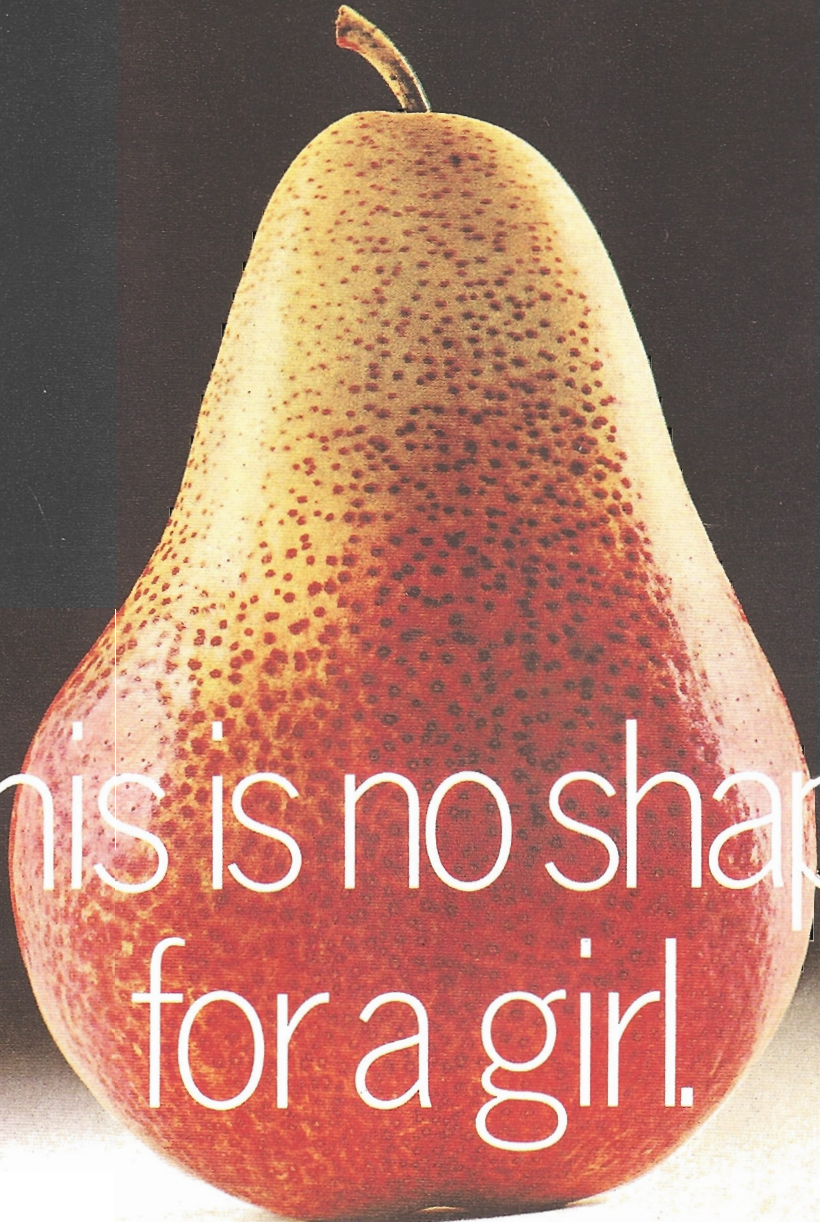
I dreamed I drove them wild  
in my *maidenform\* bra*

COUNTERPOINT\*... new Maidenform bra made with super-strong Spandex — new, non-rubber elastic that weighs almost nothing at all yet lasts (and controls you) far longer than ordinary elastic. Exclusive “butterfly insert” adjusts size and fit of each cup as it uplifts and separates! Cotton or Spandex back. White. From 2.00.

\*REG U S PAT OFF © 1961 BY MAIDENFORM, INC — MAKER OF BRAS, GIRDLES AND SWIMSUITS

All Cotton Broadcloth, Acetate, Cotton, Vylene (Spandex) Elastic



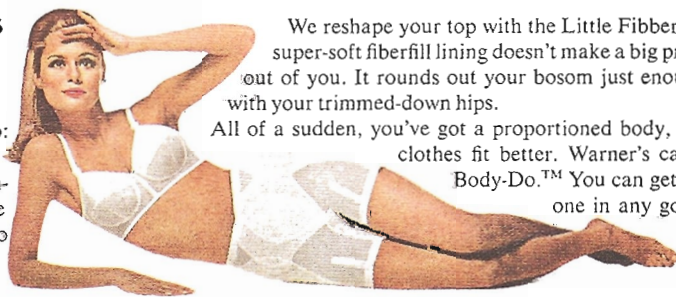


This is no shape  
for a girl.

**That's why Warner's makes  
the Concentrate girdle  
and the Little Fibber bra.**

Girls with too much bottom and too little top: Warner's® can reshape you.

We reshape you on the bottom with the Concentrate girdle: Its all-around panels do more for you than a little girdle (they're lined up to help you where you need help most), yet Concentrate doesn't squash you like a heavy girdle.



We reshape your top with the Little Fibber bra. The super-soft fiberfill lining doesn't make a big production out of you. It rounds out your bosom just enough to go with your trimmed-down hips.

All of a sudden, you've got a proportioned body, and your clothes fit better. Warner's calls this a Body-Do.™ You can get fitted for one in any good store.

A BODY-DO FOR THE AVERAGE PEAR: THE LITTLE FIBBER™ CONTOUR BRA, \$3. THE CONCENTRATE™ GIRDLE, \$12. WARNER SLIMWEAR-LINGERIE, A DIVISION OF THE WARNER BROTHERS COMPANY.





Part of the art of eve... **Catalina**



Upper, left to right: Ancient 17.25, Diamond Cut 23.50, and Star 23.95. Lower, left to right: Heavenly Body 18.95, East Wind 19.95, Enchantment 19.95. Catalina, Inc. - Creators of Fine Swimsuits and Swimwear - Los Angeles 22, California - Another Fine Place to Buy it. Product. Also Available in Canada.

Catalina, 1961

REMEMBER WHEN STRETCH WAS JUST ANOTHER WORD? NOW IN CELANESE NYLON

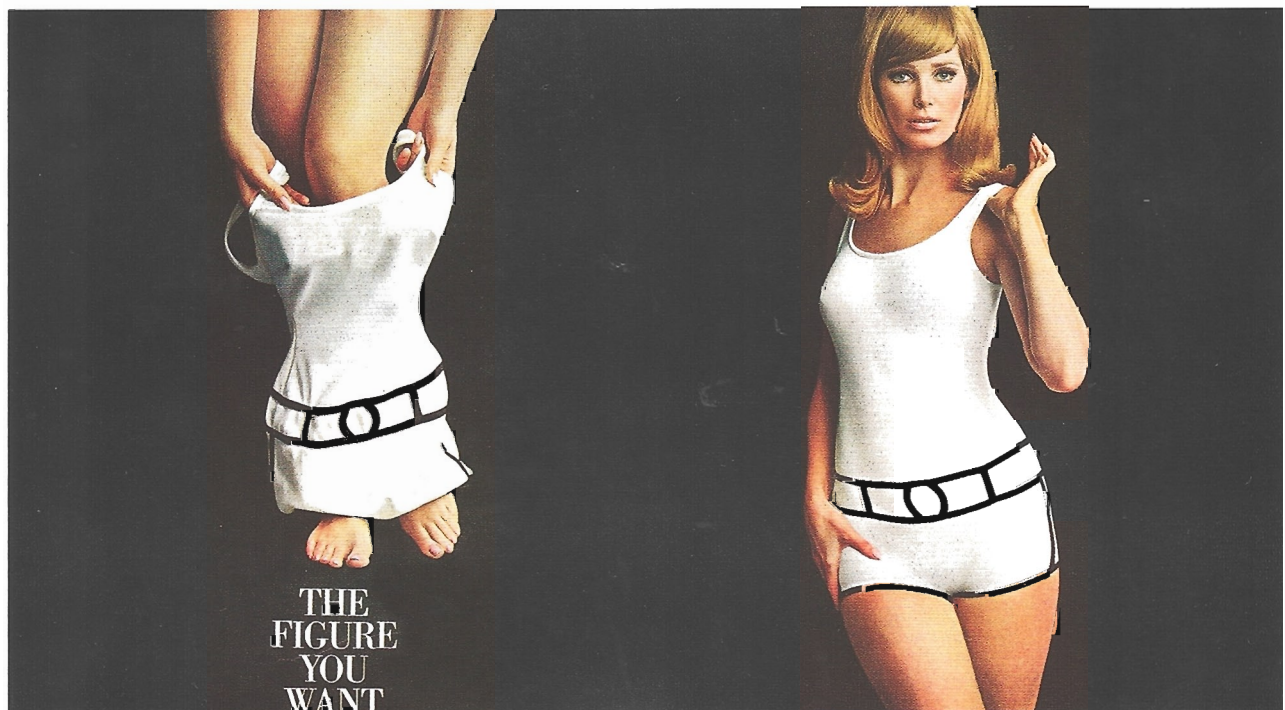
**fashion-stretch**



See it, the girls new sight in swimwear with Fashion-Stretch, the exciting fabric that keeps pace with every move. Shapely, your shape, and keeps its own stretch. In Edmos' knit of Celanese Nylon. Two-piece suit, mixed in midriff. Tobacco and orange, blue and olive, gold and black. High-necked halter with back halter straps. Tobacco and orange, blue and olive, gold and black. \$21 to \$26, about \$20. At Franklin Simon, New York, L. S. 89765 & Co., Philadelphia; Bamberger's New Jersey; The Security Co., Baltimore; Joseph Horowitz Co., California & Nevada.

**CELANESE NYLON**  
 A Division of Celanese Fibers Corporation

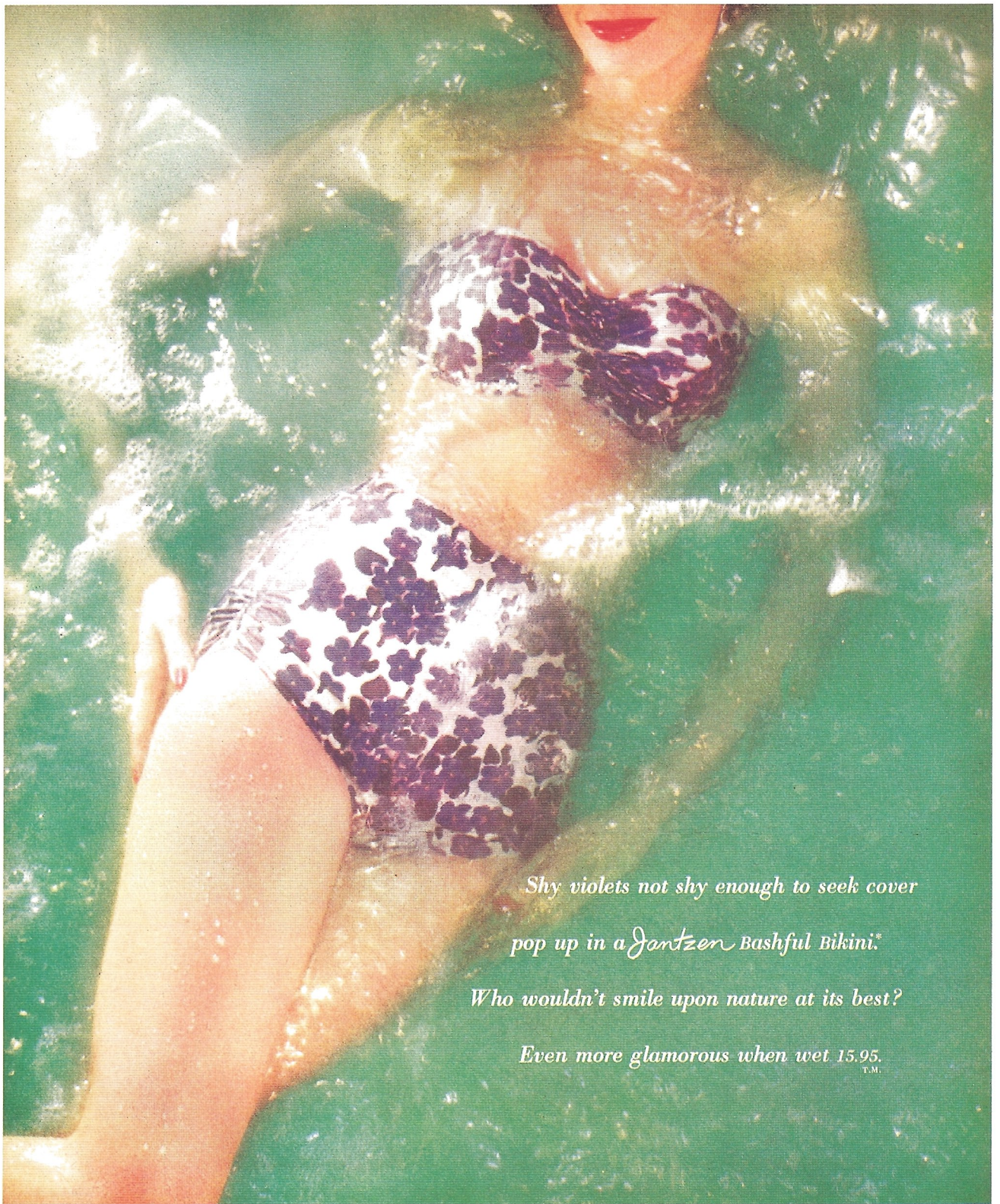
Celanese, 1967



THE  
 FIGURE  
 YOU  
 WANT  
 IS IN EVERY  
**PETER PAN™ SWIMSUIT  
 OF NYLON & ORLON™**

Peter Pan's exclusive "Custom Cup"™ Swim Bra combines world-famous Hidden Treasure™ and Natural Treasure™ bras. The first self-adjusting bra in a swimsuit. Fits the way you want it to, whether you're A, B, C, or in-between. A great example, our terrific "Band Dandy"™ designed by **Oleg Cassini**™. Available in black, white, and navy. In C. 1967. Peter Pan's swimsuits are made in the U.S.A. by Peter Pan's Swimsuits, Inc., 100 West 42nd Street, New York 36, N.Y. 10018. Peter Pan's Swimsuits, Inc. is a division of Peter Pan's Swimsuits, Inc., 100 West 42nd Street, New York 36, N.Y. 10018. Peter Pan's Swimsuits, Inc. is a division of Peter Pan's Swimsuits, Inc., 100 West 42nd Street, New York 36, N.Y. 10018.

Peter Pan Swimsuits, 1967



*Shy violets not shy enough to seek cover  
pop up in a Jantzen Bashful Bikini.\**

*Who wouldn't smile upon nature at its best?*

*Even more glamorous when wet 15.95.*  
T.M.

**just wear a smile and a jantzen**

Jantzen Inc., Portland 8, Oregon



It is much better to give. That is why Jantzen swimtrunks are made of Chemstrand sharkskin.

The most popular swimsuit in history has always been absolutely perfect, so we thought, but now Chemstrand Blue C Spandex has come along to give something to perfection. Elasticized stretch sharkskin! This splendid blend, exactly right for stretch swimtrunks, is 78% acetate, 16% cotton, and 6% Chemstrand Blue C Spandex. As Frank Gifford, in the \$7 webbed belt style, says, it gives more than it gets. Jerry West wears crossed belt loop stretch, about \$8. Bobby Hull is in the button tab stretch, about \$6. Comfortable, tough, good-looking, and available in the colors shown on the surfboard. All trunks have inside coin pocket, panel supporter. Photo by Tom Kelley at the Hilton Hawaiian Village on recent club outing.

Actionwear



Jantzen, 1966

**jantzen**  
International sports club  
sportswear for sportsmen

FRANK GIFFORD  
BOB SCOTT  
ROBERT HOSS  
JERRY WEST

PAUL HORNING  
TERRY SAUER  
DAVE SAAR  
JIM SEVERSON



► Groshire/Austin Leaps, 1968



## Hi-fi fan Ernie Klack

finds Carter's knitted boxer shorts an indispensable component

For harmony in the Klack household, Ernie, traditionally strict, to the classic — knitted boxer shorts by Carter's. His good wife, Irma, is happy; she knows (since earlier trials reject any discordant need for ironing, Ernie is happy.

he's shamelessly flattered by their trim, ending, ceaselessly guaranteed by their soft comfort. Now, he is set, is quiet and you can be happy, too. Just keep in mind that the boxers are knit, and the name is Carter's.

Ernie Klack is very gay who wears Carter's knitted boxer shorts and considers it undivided (and uncomfortable) to wear any other brand.

**Carter's**  
THE MILLER CATER CO. NEEDHAM HEIGHTS, MASS.

MEANS COMFORT IN KNITTED BOXER SHORTS... BRIEFS... T-SHIRTS... ATHLETIC SHIRTS



Carter's, 1961



ALL SPRUCED-UP FOR THE NEW FALL TERM!  
Take a tip from Dad's sense of comfort, quality and value. Send them off to school in Mayo Spruce underwear. They're designed for easy entry, fast wash.

T-shirts and briefs: Men's T-shirt \$1, brief \$1.49, brief \$1.99, brief \$2.49. Briefs and briefs: Men's \$1, brief \$1.49. Products of Washington Mills Company, Winston-Salem, N. C. — 514 Empire State Building, New York, N. Y.

Mayo Spruce, 1960



Now, Jockey briefs are full of holes

Introducing a first new concept in male support — the new double-wash pouch Jockey Super Brief! It shapes itself to fit any body. A man needs double support, and gets the best yet available first wash pouch. Super Briefs wash unique shape. Its self-wash pouch washes as you wash! Wash it as you wash!

Remember to hold an open pouch for the Jockey Super Brief! It's a remarkable new kind of double-wash pouch. Give your underwear a new life! Wash it as you wash!

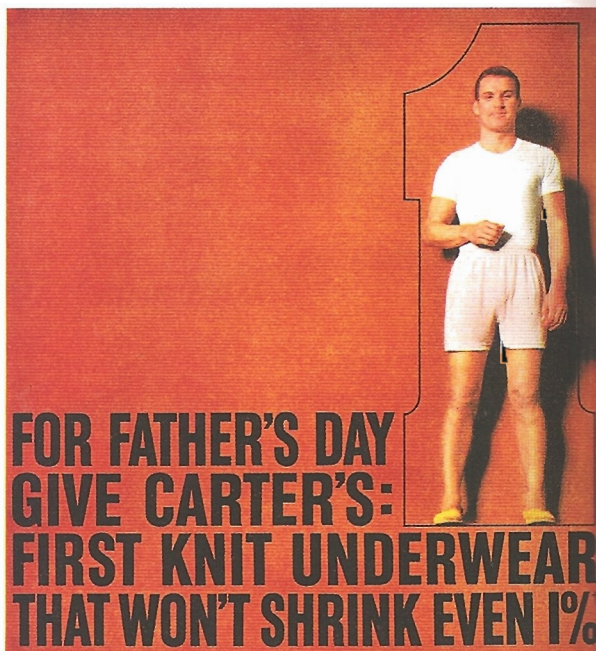
Wash it as you wash! Wash it as you wash! Wash it as you wash! Wash it as you wash! Wash it as you wash! Wash it as you wash! Wash it as you wash! Wash it as you wash! Wash it as you wash! Wash it as you wash!



Look for the new Jockey Super Brief in the package with the blue diamond.

It's not Jockey brand if it doesn't have the Jockey boy.

Jockey Menswear, 1964



**FOR FATHER'S DAY  
GIVE CARTER'S:  
FIRST KNIT UNDERWEAR  
THAT WON'T SHRINK EVEN 1%**



Carter's Pak-nit® underwear is the first knit underwear that could ever give you this guarantee: shrinkage will be less than 1%. But shrinkage control is only a part of the story. Carter's Pak-nit boxers, T-shirts and printed briefs are cut to fit a man perfectly from the start... and keep on fitting him. They have all of Carter's smart styling and superb comfort features. They look good and they feel good. Machine-wash them, tumble-dry them and forget the ironing. They'll stay soft, fresh and new-looking. This revolutionary fabric is another Carter's first. It's one more reason why Carter's is the quality name in underwear.

**Carter's**  
THE MILLER CATER CO. NEEDHAM HEIGHTS, MASS.

Carter's Pak-nit® underwear for men is available at these and other fine stores: • AKRON, Relley's • ATLANTA, Zachry • BALTIMORE, Hagstrom • BOSTON, Jordan Marsh Co. • CHICAGO, Marshall Field's • CLEVELAND, The May Co. • DALLAS, J. P. Wolfe • DETROIT, J. L. Hudson Co. • LOS ANGELES, The Bonwit-Teller Co. • MINNEAPOLIS, J. J. Neill • NEW YORK, J. P. Wolfe • PHOENIX, J. P. Wolfe • PITTSBURGH, J. P. Wolfe • RICHMOND, J. P. Wolfe • ST. LOUIS, J. P. Wolfe • WASHINGTON, J. P. Wolfe

Carter's, 1962

Healthknit, 1952



**"If you don't give him 007  
...I will"**

Now, dare to give him what he really wants—007, the bold new gifting  
sets that make any man dangerous.

There's a 007 gift set for every assignment. The arsenal includes 007  
After Shave, Hair Tonic, Spray Deodorant, Cologne, Shave Cream, Hair and  
Soap. Each has the license to kill... women.  
Give him as much as you like. But hurry! Supplies are limited. Offer will



007, 1965



**Wear St. Johns and be on the side of the angels.**



**St. Johns Cologne, the lime of least resistance.**

St. Johns Lime Cologne. Imported from the West Indies. Citrus. Invigorating. With a subtle, lingering fragrance that has caused many an angel to fall.  
St. Johns Lime Cologne, \$5.00; Lime After Shave, \$4.00. Also Available: St. Johns Lime Soap, Deodorant, Talc, Moisturizer and G-4 Sets.

St. Johns, 1968

626 Fashion & Beauty

A fragrance/fashion  
exclusive—the very special  
gift combination

**RUSSIAN  
LEATHER**

*Executive*

*Golden  
Medallion  
Gift Set*

for the fashion  
sophisticates



Cologne and Medallion Neck Chain . . . . \$6.00

Russian Leather and Russian Leather Lime available in Shave Lotion,  
Cologne, Spray Cologne, Rope Soap, Deodorant and other elegant  
gift combinations . . . . \$1.50 to \$15.50.

EXECUTIVE TOILETRIES, LTD. / SANTA MONICA, CALIFORNIA 90404

Russian Leather, 1968

► English Leather, 1968

"Youth is our best national product"



President Kennedy awarding Young American Medal for Service to Miss Mary Ann Kinry, 18, who was nominated for the award by the United Fund of Saginaw County, Mich.

If this nation is to advance in wisdom and strength and character, then every young person growing up today must have the opportunity to develop his talents, to acquire and display leadership abilities, and to gain a realization of future responsibilities. This is not the business of parents alone; it concerns all of us. It is, therefore, to think seriously about making a useful

Way contribution. Your gift will give every fortunate child and many a puzzled teenager a much better start in life. Your gift will also provide a wide range of services for families, the aged, the lonely and the handicapped. In short, there are gifts that you make will work many wonders. This is of value to every one of us. **One gift works many wonders/GIVE THE UNITED WAY**

United Way, 1963

We found the perfect girl for the Playboy Club.



As you probably know, the Playboy Club is very choosy about the qualifications of the girls who work there. Last December, Manpower, Inc. got an urgent call from the Club for a very particular girl. They said they didn't care what her other measurements were, but her words per minute had to be at least 60. She was to type labels for a mailing, and the equipment had to be done in two days.

Well, we're the largest temporary help service in the world, and we were sure we could find the right girl. We flipped through our many files, passing over Miss Rosemarie Barre (typing only 55 wpm) and Miss Cythe Mann (no experience in labels) until we came to Mrs. Sally Feldman. She is a lovely housewife of 52, with three grown children and a nice husband who approves of working wives.

Mrs. Feldman types 65 wpm, and, on top of that, has just about every kind of office know-how. All of which she developed during the four years she's been taking temporary assignments from Manpower. All of us here are very proud of Mrs. Feldman. The Playboy Club was impressed, too. They watched her zip through the first couple of labels. "What a woman!" said the Playboy Club.

**Manpower**  
Temporary Help Services  
If we could do it for the Playboy Club, we can do it for you.

Manpower, 1969

540 Consumer Products

Richard M. Nixon  
WASHINGTON, D.C.

September 4, 1968  
Wednesday

To My Fellow Americans:  
As we start the 1968 campaign, I ask your help in achieving the goals to which Governor Agnew and I are dedicated:

- \*An honorable end to the Vietnam war and a new era of prestige and respect for America abroad;
- \*New leadership and honest management of our nation's resources;
- \*Restoration of order and respect for law, justice, and a strengthening of our moral standards.

In who makes ahead, the campaign will be an exciting adventure. I ask you to participate in this adventure by volunteering to help me and Governor Agnew. People who are committed to our goals of a better America can reach out to their friends and neighbors and enlist them in our campaign.

Duty through people to people contact can be the most effective and most profitable to our national life and create a better society for all. Your assistance in our behalf is our most powerful campaign tool.

Will you volunteer to help? Write me in Washington.

Sincerely yours,  
*Richard M. Nixon*  
RICHARD M. NIXON

# "I ASK YOUR HELP"

RICHARD M. NIXON



Do you agree with the goals of President Nixon and Governor Agnew? If so, you should have this book.

Yes, I want to help the NIXON-AGNEW team.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

100 Agnew Ave. N.E.  
Washington, D.C. 20002

100 N. Washington St. S.E.  
Washington, D.C.

Please send me this book with the enclosed card.

Nixon, 1968

Better you than the pusher on the corner. So before you start taking, you'd better have some facts. We can give you some in a free 48-page book titled "Drug Abuse: The Chemical Cop-out."

When you start reading, you'll find the drug problem has closer to home than you'd like to think. More young people are talking about drugs than ever before. And a lot of them have stopped talking and started taking.

The drug culture has gone far beyond the boundaries of the hippies. It's found in middle-class homes all across America. (It's estimated that 20 million Americans have used marijuana.)

So it's time we stopped reacting emotionally and started acting intelligently about drugs and their users.

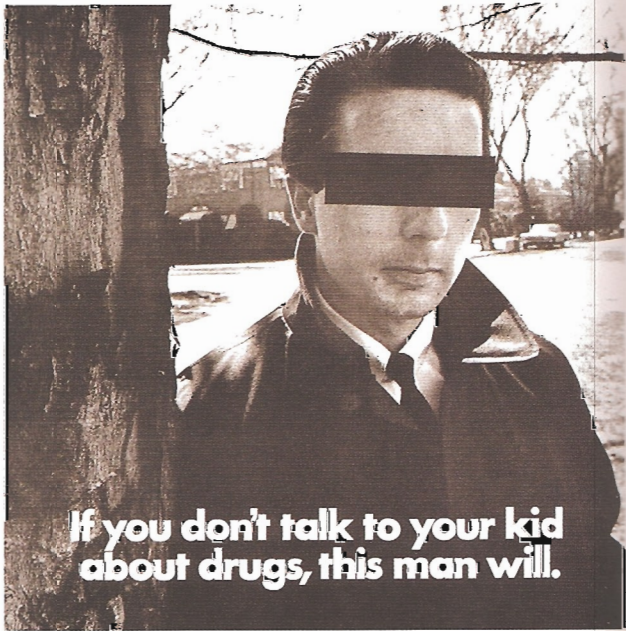
In drug, it's time we separated the facts from the myths.

That's why we at Blue Shield have put together this book describing

some of the real dangers in dealing with drugs. We feel you should know some of the basic facts about marijuana, Amphetamine, Anabolic steroids, and LSD. And heroin. And others.

This fully illustrated reader book is available through Blue Shield. The address is listed at the left.

We'll advise you your kid talk to you instead of the guy on the corner.



**If you don't talk to your kid about drugs, this man will.**

Blue Shield, 1969



# TAMMY INVADES THE CAMPUS...

and teaches a stuffy college town—and a shy, young professor—a lot of things they can't learn from books!

**TAMMY SHOWS...**  
the Dean of Women that keeping a man happy is her real career!

**TAMMY HELPS...**  
the campus 'cats' learn that a 'cool' head can't beat a warm heart!

**and AS A BABY-SITTER...**  
Tammy uses some old-fashioned ways to tame some wild ultra-modern kids!

**Sandra DEE / John GAVIN**

A ROSS HUNTER PRODUCTION  
**TAMMY TELL ME TRUE**  
in Eastman COLOR

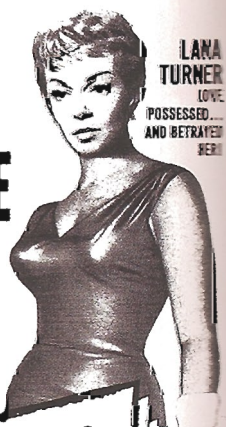
A NEW Tammy in heart-warming NEW Adventures!

co-starring CHARLES DRAKE · VIRGINIA GREY · JULIA MEADE  
with Cecil Kellaway · Beulah Bondi · Edgar Buchanan · Gigi Perreau  
Juanita Moore · Screenplay by OSCAR BRODNEY  
Directed by HARRY KELLER · Produced by ROSS HUNTER  
A UNIVERSAL-INTERNATIONAL PICTURE

with the delightful music of America's beloved PERCY FAITH!

SOON AT MOTION PICTURE THEATRES THROUGHOUT THE NATION!

# ALL OF THEM WERE BY LOVE POSSESSED!



LANA TURNER  
LOVE  
POSSESSED...  
AND BETRAYED  
HER!

**THE BOLD BEST-SELLER THAT SENT A FEVER THROUGH AMERICA NOW FIRES THE SCREEN!**

**By Love Possessed**

SUSAN KOHNER  
"You never try to make love to me... Like you do with other girls!"

EFREM ZIMBALIST, JR.  
He was everything to her... but her husband!

GEORGE HAMILTON  
"I didn't have to force the girl! I swear she's lying!"

JASON ROBARDS, JR.  
He was half a man—and her husband in name only!

MIRISCH PICTURES, INC. in association with SEVEN ARTS PRODUCTIONS, INC. presents  
**LANA TURNER EFREM ZIMBALIST, JR. JASON ROBARDS, JR.**  
**By Love Possessed**  
COLOR  
starring GEORGE HAMILTON SUSAN KOHNER THOMAS MITCHELL also starring BARBARA BEL GEDDES  
Directed by JOHN STURGES Produced by WALTER MIRISCH Screenplay by JOHN DENNIS Music by CLAUSS ELMER BERNSTEIN Color by DELUXE Released thru UNITED ARTISTS  
COMING SOON TO YOUR FAVORITE MOTION PICTURE THEATRE!



# MOM ART

Any contemporary collection of the creative masterpieces mother cooks up in the kitchen will no doubt include a can of Campbell's Tomato Soup. That red and white can is a model of practicality. Here's a rough outline of the clever things mother can do with it: 1 Serve it hot and buttered in cups or mugs. 2 Top hamburgers with it. 3 Slice yesterday's roast and reheat the slices in it. 4 Serve it in bowls garnished with parsley or a dollop of sour cream. 5 Paint pork chops delicious with it. 6 Bake fish fillets in Campbell's Tomato Soup. However Mom does it, it's an art. Ask Pop.

*They always eat better when you remember the soup*





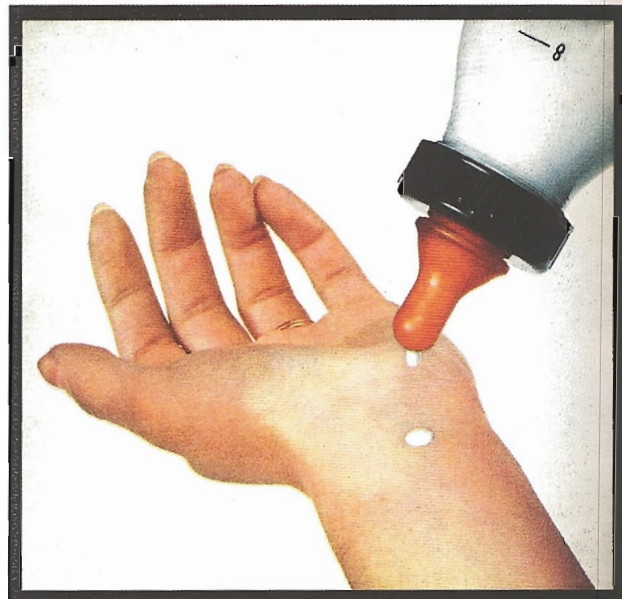
**The carpet's not here—but the company is.**

Back from their honeymoon a week. The apartment's a sight. But why wait to invite friends to dinner? ■ General Foods Kitchens understands the young impulse to entertain at the buzz of a doorbell. We know because you told us the way to add glamour in a hurry is to serve a festive dessert. ■ There are more ways to dish up easy-to-fix Jell-O Desserts than you can shake a spoon at. Over the years, our creative cooks have developed 4,140 recipes for Jell-O Desserts. . . . sent them to you in leaflets, letters and advertisements. ■ Keep your eye on General Foods Kitchens for exciting new ways to use all our products. Creating recipes is one of the most pleasant things we do.



With a reputation for quality, General Foods Corporation

General Foods, 1960



**A CONSUMER TEST EVERY WOMAN UNDERSTANDS**

A drop on the wrist, and you know when the bottle's just right for baby. ■ It isn't always so simple for General Foods Kitchens to make sure things are just right for you. ■ Sometimes our tests get pretty complicated. Take the going-over Post Cereals get. One machine keeps tabs on moisture—to keep it out. Another machine helps us determine vitamins, minerals and proteins—to keep them in. We even call in experts, ages 6 to 12, to try new forms, new shapes, new flavors. ■ Before a product wears the General Foods Kitchens Seal, you can be sure the product has been thoroughly tested.



General Foods, 1960

**brand new, grand new Handi-Wrap--clear economy sandwich wrap for lunchboxes!**

▶ 100 ft. roll wraps 100 sandwiches!  
 ▶ yet sells at wax paper prices!

**new Handi-Wrap keeps sandwiches far fresher, far longer—lunches stay delicious!**



▶ Handi-Wrap keeps sandwiches up fresh your family will praise you to the stars!



▶ Handi-Wrap is so easy to use, you can make them in just a couple minutes!



▶ Handi-Wrap keeps sandwiches so fresh you can make them the right way!



▶ Handi-Wrap is so easy to use, you can make them in just a couple minutes!



Easy to use—see bottom of box  
 a product of The Dow Chemical Company

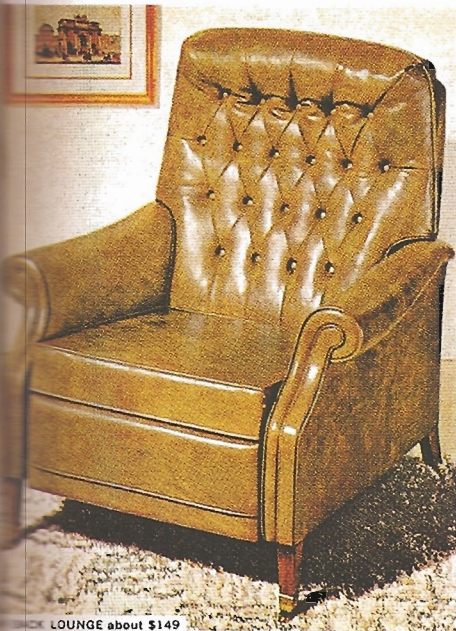
Handi-Wrap, 1960

▶ Sunbeam Bread, 1960



Send today for free copy of full color booklet "What a beautiful way to RELAX"... or ask for it at your favorite furniture store.

SHOWN: Lovely traditional style Stratolounger. About \$159 ea. at fine stores, depending upon fabric and geographic area.



LOUNGE about \$149



EARLY AMERICAN about \$189



ENGLISH LOUNGE about \$159



## It's just a smashing sofa. Til Jane comes for dinner and talks half the night.

Isn't it nice you can ask her to stay? All because when you shopped for a sofa, you happened to look at a Hide-A-Bed® sofa.

And there it was. The style you wanted. The perfect lines. The very fabric. (You didn't dream it had a bed. The salesman had to tell you.)

That's the mark of a Hide-A-Bed sofa, made only by Simmons. The one that's more than a bed in disguise. The one that comes in a gamut of styles, from Contemporary to Early American. The one that offers a range of sizes. And 300 stain-resistant fabrics to choose from. With lots of custom options, too. Like quilting. And skirting. And cushion filling.

And then there's the bed. (You may not think you *need* the bed, but see how often you'll use it!) It's easy. And so comfortable. With the famous Simmons or Simmons Beautyrest® mattress. The only *full-length* convertible mattress. (Super sizes, too, in some models.)

The Hide-A-Bed sofa. Priced from \$200 to about \$800. (It's almost like getting the bed-part free.) And these days, no sofa is worth the price unless it hides a bed.

**HIDE-A-BED SOFA  
BY SIMMONS**



Tired of going tippy-toe with the dishwasher?

...wash this new electric completely under water!

# MIRRO-MATIC *immersible*

AUTOMATIC ELECTRIC PERCOLATOR



Give yourself a break!

This is the most! The newest! It's the MIRRO-MATIC you wash *under water*, without a worry about its electrical insides! Just unplug the cord, with the new Heat Control in it, and wash this perk like a saucepan.

It has the same, *completely automatic* action that every MIRRO-MATIC has. Makes the same perfect coffee. Keeps it drinking-hot. The improvements are under-water washing... and the trim new drip-proof spoutless styling! You'll love 'em both!

Ask for your new MIRRO-MATIC Immersible, by name.

MIRRO ALUMINUM COMPANY, MANITOWOC, WIS. • World's Largest Manufacturer of Aluminum Cooking Utensils



your best buy...



(A) Polished Aluminum MIRRO-MATIC Electric Percolator, 5-cup, \$11.95, 9-cup, \$12.95 (B) Polished Aluminum 10-cup, \$12.95. (C) Chrome 10-cup, \$17.95 (D) Chrome 10-cup, with Heat Control and Signal Light \$18.95 (E) Chrome 9-cup, \$18.95 (F) 35-cup, \$24.95, 35-cup \$39.95 All prices include cords.



**MIRRO Foil**  
PURE ALUMINUM WRAP  
Finest for cooking, wrapping, freezing.



Mirro-Matic, 1960

500 Consumer Products



## CORNING WARE...YOURS FROM THIS DAY FORTH

Turning lively looks into practical household comes easy in Corning Ware's favorite cook-serve ware. Right from the start, it sets precious time and work in the kitchen.

Corning Ware cookware lets you take a ham, roast a turkey, boil a steak, boil vegetables, whip up a surprising meal sauce—all with the grace of ease. When food is done, let it stay in the pot in the same dish.

And cleanup is so easy. There are no fats to wash. And Corning Ware dishes wash gleaming white just like your best dishware.

Extreme temperatures don't fry this cookware. It's made of Pyroceram®—a hard space-age ceramic—heatproof, coldproof, nonporous.

That's what Corning Ware's favorite cook-serve ware is all about. It's today's most serving way to prepare and serve meals. That's why

it's the most sensible choice.

To live with... From the start.

Make Corning Ware your choice on your next kitchenware purchase. It's available in complete sets, or in individual pieces, about any kind of kitchenware.

Corning Ware's favorite cook-serve ware is all about. It's today's most serving way to prepare and serve meals. That's why



**CORNING WARE**

Pyroceram® is a registered trademark of Corning Glass Company. © 1960 Corning Glass Company, Corning, N.Y.

Corning Ware, 1965



## You're so smart to choose even heating Wear-Ever Aluminum

You get jewel-like beauty and cooking supremacy with Wear-Ever's Hallow. Its special, thick aluminum spreads heat quickly, evenly... to pamper your fondest recipes... to make you a better cook.

Easy to care for, too... with a choice of rich copper-colored or turquoise covers that keep their luster, never need polishing.

When you choose Hallow—for yourself or as a gift—you choose the finest. On each utensil you will find the name Wear-Ever—for 68 years the most famous name in aluminum cookware. Individually or in sets.

Wear-Ever Aluminum, Inc. New Kensington, Pa.



Mrs. Robert W. Leach of Pittsburgh: "The joy of the morning is when I have my breakfast ready for the day. Cooking results. With my Wear-Ever Aluminum, my food is better, faster, better. It also makes heat control and uniformly absorbent hot spots electrically, it lets me cook in a magic order of even heat."



Wear-Ever Aluminum, 1961

Clean without slaving...

and feel like a queen!



Backache? Bruised knees?



Try the stand-up way to oven-clean. Model above, RCI-75-60, Double Pull 'N Clean Ovens.

A FRIGIDAIRE *only*

# THE PULL'N CLEAN OVEN!

Now yours in either compact 30-inch or full 40-inch 1960 electric ranges

The scour-saving, hour-saving Pull 'N Clean Oven is here in ranges for every budget!

No longer need you stoop, stretch or squat on hands and knees. The whole oven pulls out to clean . . . pushes back like a drawer.

Choose from 8 sleek new ranges—with single or double Pull 'N Clean Ovens in 40-inch models; and in 30-inch models with or without French doors; many in 5 Kitchen Rainbow Colors or White.

You'll cook with less work and new joy.

**EASIER TO CLEAN—ALL OVER!**  
**EASIER TO COOK—ALL OVER!**

Broil without spattering! Famous Radiant Wall Spatter-Free Broiler Grill. New! Infinite Heat Controls on surface units let you set any cooking heat. New! Heat-Minder Unit with "degree" settings. Cook on top of the range as accurately as in the oven. Easy-to-use, easy-cleaning clockwise controls. Lift-Up, Stay-Up Surface Units.



Product of General Motors

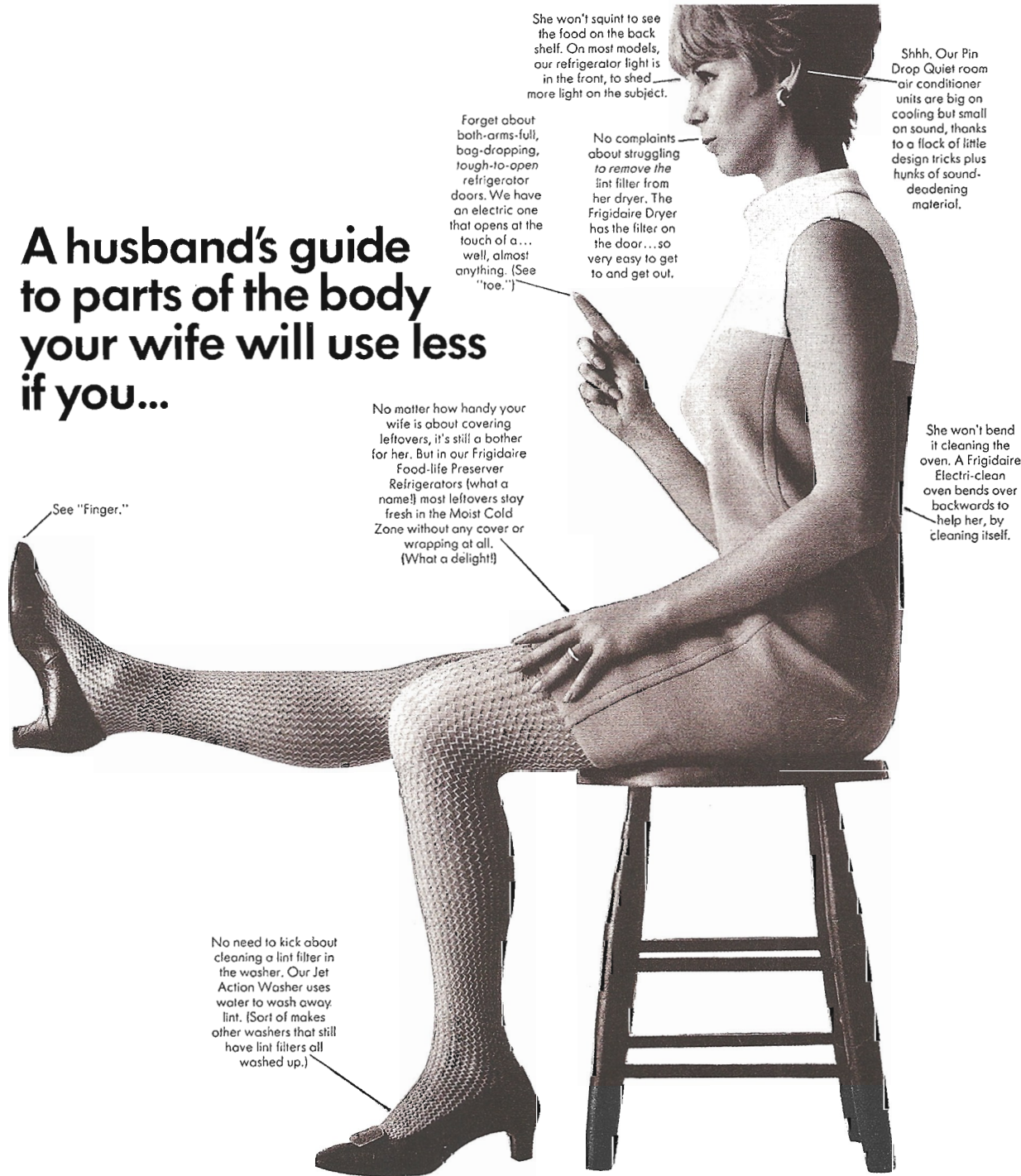
New! French doors on the Pull 'N Clean Oven . . . open and close at a touch. You can own this magnificent 30-inch Frigidaire Range Model RCI-39-60 for a few dollars a week. See your Frigidaire Dealer.



**FRIGIDAIRE** ADVANCED APPLIANCES DESIGNED WITH YOU IN MIND



# A husband's guide to parts of the body your wife will use less if you...



She won't squint to see the food on the back shelf. On most models, our refrigerator light is in the front, to shed more light on the subject.

Shhh. Our Pin Drop Quiet room air conditioner units are big on cooling but small on sound, thanks to a flock of little design tricks plus hunks of sound-deadening material.

Forget about both-arms-full, bag-dropping, tough-to-open refrigerator doors. We have an electric one that opens at the touch of a... well, almost anything. (See "toe.")

No complaints about struggling to remove the lint filter from her dryer. The Frigidaire Dryer has the filter on the door...so very easy to get to and get out.

No matter how handy your wife is about covering leftovers, it's still a bother for her. But in our Frigidaire Food-life Preserver Refrigerators (what a name!) most leftovers stay fresh in the Moist Cold Zone without any cover or wrapping at all. (What a delight!)

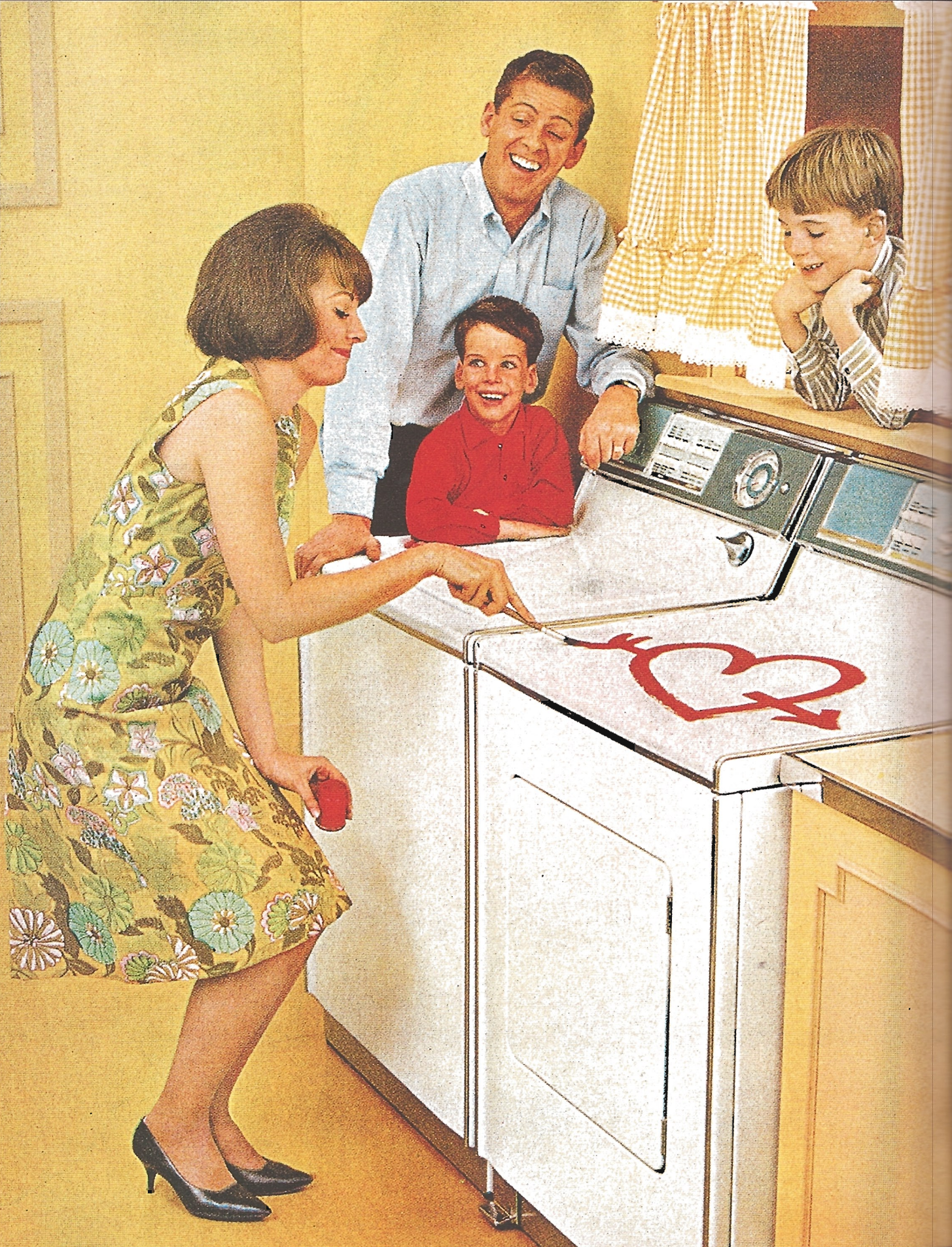
She won't bend it cleaning the oven. A Frigidaire Electric-clean oven bends over backwards to help her, by cleaning itself.

See "Finger."

No need to kick about cleaning a lint filter in the washer. Our Jet Action Washer uses water to wash away lint. (Sort of makes other washers that still have lint filters all washed up.)

**...buy her a Frigidaire appliance...  
because Frigidaire bothers to build in more help.**





# Introducing the Air Strip

We had a girl go through the motions to show you just what's coming off at Braniff International. As in the picture below, our hostess appears at the airport wearing a reversible cold-weather coat, matching gloves and boots and, if it's raining, an ingenious plastic helmet!

When she boards our airplane, she **Zip** sheds these outer garments to greet you in a rhapsodic suit and color-coordinated shoes. This ensemble is too expensive to risk soiling during dinner, so at the appropriate moment, she **Zip** **Zip** **Zip** changes into a lovely serving dress which we call a Puccino (named for its creator, Emilio Puccini, who believes that even an airline hostess should look like a girl). After dinner, our hostess **Zip** slips out of the Puccino, revealing the way-out outfit on the right.

Each change is made in a flash, which allows her to give you constant attention, from the time she takes off to the time she lands. If the flight seems all too short, that's the whole idea.

**Braniff International**  
Flies United States Mexico South America



Braniff, 1966



There's a new feeling of elegance



in the air.

You'll find it aboard the new Boeing 747, largest commercial jetliner ever built. When it goes into service, the 747 will increase dimensions of spaciousness and comfort unprecedented in an airplane interior. In a cabin 20 feet wide with eight-foot ceilings, you'll be able to move around in a living, calm atmosphere. Stretch out in

oversize seats with more leg room, more head and shoulder room. The 231-foot-long appetizer tips five double-width doors on each side for quick and easy boarding and deplaning. There are three separate economy-class sections with double aisles. First-class offers foyer entrances, luxurious lounges and social

stairs to a penthouse lounge. Now undergoing the most extensive test program in the history of commercial aviation, the 747 has proved extremely smooth, quiet and steady, even in turbulent skies. The Boeing 747 will enter service this winter. Then you can relax aboard the fastest, roomiest, most elegant jetliner in the world.

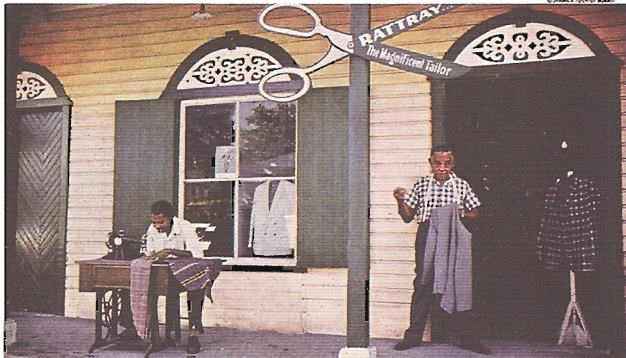
These airlines have already ordered Boeing 747s: Air Canada, Air France, Air India, Alitalia, American, BOAC, Braniff, Continental, Delta,

Eastern, El Al, Iberia, Inak, JAL, KLM, Lufthansa, National, Northwest, Pan Am, Garuda S-AS, Sabena, South African, Swissair, TWA, United, World

Boeing, 1969



# JAMAICA



When a gentleman from Hong Kong stepped in Jamaica he got one really ready, he suddenly realized he had something special going for him.

We've had fine tailoring in Jamaica since our pioneer days. Think of those gentleman hussifers, all dressed and trimmed, lace-up and leather-ornamented, in knee-length velvet frock coats. Well, you can't have those any more. But you can have the good ones that followed a tradition of excellence. And of prices priced low enough to please the most fastidious customer in history.

Examples: at Mr. Rattray's shop in Montego Bay, you can have a jacket of imported India Madras made up your measure for \$25.50, including fabric, delivery, taxes and so on.

We're not cheating, by the way. Mr. Rattray is not the cheapest tailor in town. We only picked him to tell you about because you'll find the look of his shop. If you ask around, you may find a few lower prices.

While you're looking, you can also find other bargains in multi-currency hardware. Sundrys, for instance, are an related specialty. You have your foot traced in fine leather and two hours later come back to pick up a finished pair, hand-stitched and polished, for only \$2.50.

Now there are North-More prices, from the most recent areas. Fabrics, where life is a little less sophisticated, you can do even better.

Up in Castrolina, the railway stop on the wonderful Governor's Coach train into the village shops will amaze you, specially priced \$4.51 a yard. While the train waits, a lady can be measured for a skirt. A few hours later, it's delivered on board, beautifully finished and neatly packaged. For some reason, women love doing this; they get all enthusiastic about the skirt and the average \$6.50 price.

If St. John's doesn't interest you, you'll still like to see something a little more expensive, the Dorothy MacNab's shop in Montego Bay. Her glowing, modern and intricate hand-looked stuff runs at \$22.50 a yard. What would the price have had to be?

For more prices and other facts, see a travel agent or Jamaica Tourist Board, in New York, Miami, Los Angeles, Chicago or San Francisco.

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Jamaica, 1965



**announcing THE GREAT AMERICAN ESCAPE...**

**The Grand Change-of-Place Conspiracy.**

When weekends are a two-day slump, when summer is just too far away, when vacation means doing the same thing again — you know it's time to change the pace. Escape now to a new mood at your nearby, Holiday Inn!

Whatever your mood, more than 900 Holiday Inns throughout the United States, Canada, the Bahamas, and Puerto Rico are your convenient "Escape Centers" to fun and fine food, and at moderate prices always.

Your escape is *sure* — using the free, computerized HOLIDEX Reservation System. Your escape is *easy* — using your GULF TRAVEL CARD, American Express, or Diners Club Cards. Your escape is *more fun than ever* — at a Holiday Inn!

Escape to a Holiday Inn soon. Password — "Welcome!"

Write for your free Holiday Inn Passport to Fun, Food, and Lodging.

Holiday Inns of America • Dept. E-1 • Holiday City — P. O. Box 18216 • Memphis, Tennessee 38118

Holiday Inn, 1968

Choose your **WESTERN ADVENTURE TOUR** on the Northern Pacific Railway. Free folders to help you plan.

Discover the west again in a few your memories — this season. Choose your Western Adventure here. We'll help you plan it on Northern Pacific, route of the Vista Dome North Coast Limited, one of the world's extra fine trains.

**Yellowstone Park.** From Old Faithful geyser to Mammoth Hot Springs, a tour of our largest national park is a real adventure for your family. Get those relatives on the NP Fold in the corner is Timpany. Special family fares, too.

**California Adventure.** See all the scenic wonderland on the trip from your Vista-Dome seat. The Seawards-Nurses help you feel at home. Don't take NP one step, we'll help you plan one of several other fascinating return routes.

**Seattle Winter's Fair.** From the ocean to the mountains, a mile in 90 seconds, and step into the 21st century. Dive into the Space Needle. Preview popular sports events. Check the coupon for free folders. Fair starts April 21.

**Sierra Nevada.** See the spectacular splendor of Mt. Rancho, an hour's bus ride from Seattle. There's something in NP's Sierranovich Service to Seattle. You get comfort and privacy for only a modest charge over low coach fares.

**Alaska Adventure.** Quiet villages, modern cities offer interesting contrasts in dynamic Alaska. NP offers you pleasant tours on train and ship and via the Inside Passage to this fabulous land of unsurpassed scenic splendor.

**FREE TRAVEL HELP!** Mail to: Northern Pacific Railway, Room 103, 511 First St., Minneapolis. Send me the folders on the Western Tour Adventures I have checked.

|                       |                      |
|-----------------------|----------------------|
| Seattle Winter's Fair | Sierra Nevada        |
| Yellowstone Park      | California Adventure |

I am also interested in:  The planning trip  list

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_

Circle the coupon and send it today. We'll get your services in helping plan your very next trip on the Vista-Dome North Coast Limited.

**NORTHERN PACIFIC RAILWAY**

Northern Pacific Railway, 1962

**The world's most liberated woman.**

A beautiful girl who hides her face in the presence of men, lives at home amid a cluster of relatives, and accepts the discipline of a centuries-old religion would hardly seem independent by Western standards.

But consider that the same girl could be studying to be a surgeon, have a part-time job as a model, and live from a country where a woman can dream of becoming the head of state.

Teased about the scrutiny of her relatives, she will tell you she is lucky to have so many confidantes for her problems. Her religion, she explains, isn't a collection of things she must do — it is part of what she is.

When she marries (most likely to a man chosen by her family), she will remain her husband's graceful subordinate. Outwardly. Yet she will often be consulted on, and perhaps even make, all the crucial family decisions.

What the Indian woman is free of, you will find, is the notion that to be free she must break with tradition. Perhaps that is why she has emerged into prominence in so many walks of life, without threatening the Indian man.

She is but one paradox in a land full of them. A land of alpine lakes and tropical forests. Of teeming cities and deserted kingdoms. Of erotically carved rock and delicately spun silk. A land that protects its past as energetically as it builds for its future.

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Send this coupon to Government of India Tourist Office: New York, 19 East 49th Street; Chicago, 201 North Michigan Avenue; San Francisco, 685 Market Street. Also in Canada. If my liberate your curiosity to come see them for yourself.

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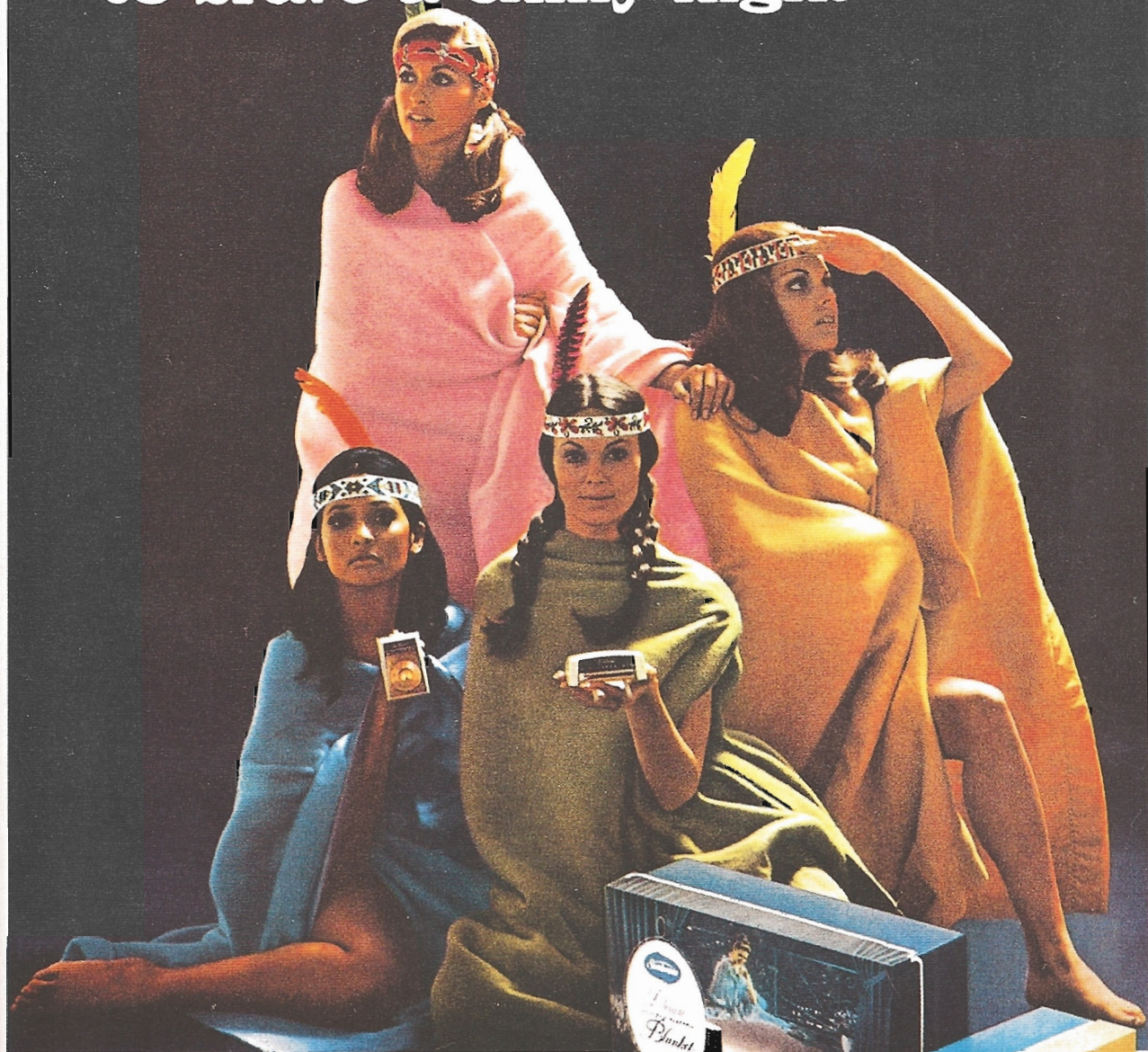
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**Ronrico. A rum to remember.**

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